

## Governor's ArizonaSERVES Task Force

Executive Tower, 8<sup>th</sup> Floor Conference Room

December 17, 2010

10:00 a.m. – 12 Noon

### Meeting Minutes

#### Members Present

Sylvester Ajagbe  
Terry Crist (Chair)  
Russ Dickey  
Karl Gentles  
Peg Harmon  
Kathleen Heard  
Cathi Herrod  
Gary Kinnaman  
Mike Normand  
Diane Swanson  
Wayne Tormala  
Mark Upton  
Jane Wabnik  
Nicola Winkel  
Neal Young  
Cynthia Zwick

#### Members Absent

Jason Bachman  
Diana Devine  
Judith Fritsch  
Myrtis Todd  
Steve Zabilski

#### Staff Present

Christina Estes-Werther  
Chuck Fitzgerald  
Leah Koestner

#### I. Welcome and Introductions

Chair Terry Crist welcomed attendees at 10:09 a.m. and spent a couple moments thanking the Task Force members for their efforts since the last meeting. He then spoke of Nehemiah's task of rebuilding the temple and compared it to what we are facing in our state today.

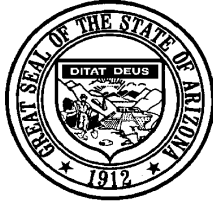
Chair Crist shared points from one of his messages titled "The Trouble with Rubble." It has four components:

- Rubble is painful to look at
- We look for someone to blame for the rubble
- Someone has to fix the rubble, and
- We have the choice of allowing the rubble to define us, or vice versa.

He challenged all of us to tackle the problems placed in front of us directly and with urgency.

#### II. Overview and Purpose of ArizonaSERVES

Christina Estes-Werther, the Governor's Human Services Policy Advisor, has recently spoken with the Governor regarding the Task Force. The Governor is



very appreciative of the Task Force member's dedication to serving Arizona and urges the members to engage faith-based organizations around the five Issues she has chosen – now. She asked the Task Force to continue with its sense of urgency and to continue praying as we enter a critical period for our state and its citizens.

In January, the Governor will reconvene a group of pastors (the group originally approached her in 2009) to follow up with them and to ask for their support of ArizonaSERVES.

Chair Crist added his thanks and appreciation for the efforts of the members and also asked for a renewed sense of urgency in our work. He asked for comments and received these:

- the current economic climate is also tough on those who wish to help others
- there seems to be a sense of collaboration versus competition in the nonprofit sector
- we should be mindful of the messages we send – integrated messaging across all five Issues is key to our success

### III. Review and Action

Chair Crist asked for, and received, a motion and 2<sup>nd</sup> for the approval of the October 22<sup>nd</sup> Task Force Meeting Minutes. The Motion passed unanimously. Staff will post the approved Minutes as required.

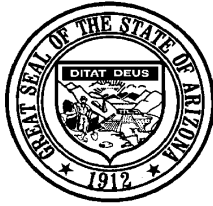
### IV. Integrating Action Plans with Task Force Purposes

Chair Crist led a discussion on ensuring that each Team's efforts were aligned with Task Force mandates as outlined in the Governor's Executive Order. They are:

- Promote outreach and maximize resources
- Provide recommendations for inclusion on ArizonaSERVES website
- Identify needs and ways to leverage community resources to improve systems of services
- Promote service and volunteerism
- Improve collaborations

This brainstorming session brought ideas, comments and concerns from attendees that included:

- Outreach activities include both coincidental and intentional efforts
- Issue one-pagers, along with a cover letter, combined in a single document is an immediate tool to implement (do this before year's end)
- The Issue Action Plans should define how to measure outcomes
- The Task Force is able to convene forums, statewide, around each of the five Issues and/or all of the Issues combined
- Task Force members are the storytellers for each of the five Issues



- Outreach to service providers is a key component to our success
- Task Force members can convene faith leaders and engage them as local centers of influence/education
- Starting with the end in mind helps us to shape our integrated message
- We should consider adding an "I need help" button to the website
- All organizations originally listed on the website were aware of their inclusion. Let's continue to ensure they are willing partners.

V. Website Review

Staff demonstrated changes to the Task Force website [www.arizonaserves.gov](http://www.arizonaserves.gov). Changes include:

- Welcome video by Chair Crist is now on the homepage
- Website visitors are now able to "subscribe" to future email updates
- Visitors may now choose between Issue "overviews" and "toolkits"
- Visitors may now download Issue one-pagers for their own use and distribution

VI. ArizonaSERVES – The Next 120 Days

Chair Crist stated that we are now in the next phase of ArizonaSERVES. The past 120 days have been spent educating ourselves on the scope of the five Issues and we have developed a website that will serve our efforts well. The next 120 days are all about outreach and awareness. To include:

- Get the "Call to Action" document into the hands of as many faith and community organizations as possible
- Develop a faith leaders email distribution list and campaign
- Develop a branding strategy for ArizonaSERVES
- Develop a plan for delivering regional forums regarding ArizonaSERVES
- Further develop [www.arizonaserves.gov](http://www.arizonaserves.gov)
- Collaborate with the Arizona CityFest team [www.arizonacityfest.com](http://www.arizonacityfest.com)

VII. 2011 Task Force Meeting Schedule

A 2011 Task Force meeting schedule was discussed and adopted. See Appendix A (an Issue Team scheduling error was found in the meeting packet and it has been corrected in Appendix A).

VIII. Call to the Public

No responses.

IX. Adjourn

A motion and a 2<sup>nd</sup> for adjournment were unanimously approved at 11:57 a.m.

Respectfully Submitted:  
Chuck Fitzgerald  
Faith-Based & Community Initiatives  
Arizona Department of Economic Security



## Attachment A

### 2011 Meeting Schedule

#### Task Force

Monthly, 10:00 a.m. – 12 Noon

January 21, 2011  
February 18, 2011  
March 18, 2011  
April 15, 2011  
May 20, 2011  
June 17, 2011  
July 15, 2011  
August 12, 2011  
September 9, 2011  
October 21, 2011  
November 18, 2011  
December 16, 2011

#### Issue Teams

Monthly

Foster Care Participation  
2<sup>nd</sup> Tuesday, 3:00 p.m. – 4:30 p.m.

Free or Reduce Cost Child Care  
2<sup>nd</sup> Monday, 1:00 p.m. – 2:30 p.m.

Supervised CPS Visits  
2<sup>nd</sup> Tuesday, 1:00 p.m. – 2:30 p.m.

Elder Independence and Grandparents Raising Grandchildren  
2<sup>nd</sup> Wednesday, 10:00 a.m. – 11:30 a.m.

Transportation for the Underserved  
2<sup>nd</sup> Wednesday, 1:00 p.m. – 2:30 p.m.